

COMMERCIAL STREET TASK FORCE MEETING

REVISED

July 29, 2009

6:30 p.m.

Busch Building - Room L45

MEMBERS Nicholas Ibarra, Chair; Cynthia Rushefsky; Doug Burlison; Mike MacPherson;
PRESENT: Pauletta Dunn; Cindy Stephens; Lyle Foster; Jack Pugh; Steve Weimer; Mary Collette;
Jim Harriger; Laura Derrick; Mark Davis; Phyllis Ferguson, and Bob Pilkington.

MEMBERS

ABSENT: Rusty Worley.

STAFF

PRESENT: Anita Baker Climer, City Clerk's Office.

GUESTS: Donnie Rodgers, Urban Districts Alliance; Forrest Brown; Ida Barry; Kary Booher; and
Janice Ellison.

Nicholas Ibarra called the meeting to order at approximately 6:35 p.m., and welcomed everyone.

The Task Force briefly reviewed the meeting minutes of July 22, 2009.

Mark Davis moved to approve the meeting minutes of July 22, 2009 as presented. Mary Collette seconded the motion, and it was approved.

Olivia Hough, Brownfields Coordinator-Planning and Development, gave a PowerPoint presentation entitled "Commercial Street Historic District – *Strategy for Success.*" (*Please refer to Exhibit A located within the City Clerk's Office for additional information.*)

The following is an outline of tonight's presentation:

- A. Purpose of Strategy
- B. Vision Statement
- C. Existing District
- D. Photos of the Commercial Street Historic District
- E. Commercial Club 1930
- F. Economic and Social Goals
- G. Future District Description
- H. The C-Street Jam
- I. Artist Live-Work District
- J. Elements of Success
- K. Public Multi-Use Space
- L. Management Organization
- M. Responsibility Hospitality
- N. Merchandising Mix
- O. Sub-Districts & Merchandising Mix
- P. Phasing of District Development
- Q. Working Together
- R. Security

- S. Community Policing Concept
- T. Clean District
- U. Market Demand
- V. Live Music Demand
- W. Parking
- X. Transportation
- Y. Streetscape
- Z. Financing
- AA. Financing Mechanisms for... (management, marketing, etc.)
- BB. Financing Alternatives
- CC. Next Steps
- DD. Map regarding Commercial Street Tax Increment Financing Redevelopment Plan dated November 1, 2007
- EE. Commitment to Sustainability
- FF. Questions and Comments?

During the presentation, Ms. Hough, and Mike MacPherson, Planning and Development, responded to questions posed by the Task Force.

Ms. Hough recognized Donnie Rodgers, Commercial Street Coordinator-Urban Districts Alliance (UDA), who was assisting her with tonight's presentation.

Mr. MacPherson informed the Task Force that he would provide them with additional information in the future regarding the ownership of some property located near Commercial Street and Frisco Lane, which may be owned by the Burlington Northern/Santa Fe Railroad. He noted that a Railroad Study was conducted in the past.

Mary Collette briefly noted that a group of students had conducted a study entitled "Chase Street Creative District Study."

The Task Force discussed the issue of Commercial Street in relation to blighted/non-revitalized areas.

During the discussion, some of the Task Force members addressed that some areas on/near Commercial Street have been revitalized/updated at this time; however, there was still some structures that were in blighted/non-revitalized condition.

The Task Force discussed the issue of safety and security issues in relation to the Commercial Street area, and how negative behaviors have been occurring more frequently since there is no COP (Community Oriented Policing) presence/visibility on Commercial Street.

Ms. Rushefsky noted to the Task Force that due to the City's budget cuts and Police/Fire Pension System issue, it would probably be some time before a COP officer would be available again to specifically concentrate on the Commercial Street area.

The Task Force also discussed some ways that could possibly be used by the City to assist with the issue of safety and security on Commercial Street, such as the possibility using reservist officers (which could help possibly patrol Commercial Street in the future, possibly via Drury University's police training program with the assistance of a City trained officer), to help patrol Commercial Street, or possibly using ambassadors, like is used in Memphis to help patrol the Mill Street area.

Ms. Rushefsky noted her thoughts that there could be a conflict with using students for reservists due to the City's accreditation for the Police Department. She suggested that possibly the City's police officers could do some of their "off time" work, such as while they are filling out their reports, on Commercial Street to give a presences in the area; however, Ms. Rushefsky added that the issue would have to be discussed with Lynn Rowe, Chief-Police Department.

Mr. Rodgers noted that the next C-Street Jam should be held early next summer in 2010.

Ms. Hough briefly addressed that the Hospitality Resource Panel (HRP) does not have the enforcement authority to regulate the City's ordinances, such as revoking licensing. She added that the City is the enforcement authority. Ms. Hough noted that the HRP is more of a "recommendation board."

Cindy Stephens, who was filling in for Les Ford as the Urban Neighborhood Alliance (UNA) Representative at tonight's meeting, briefly reported that the Missouri Career Center helps give special assistance to homeless individuals looking for educational/employment service opportunities. She noted that the Ozarks Technical Community College (OTC) works with the Cooks Kettle, who also helps train individuals for job skills/opportunities. Ms. Stephens noted that she would provide the Task Force with additional information in the future.

Ms. Hough noted that she feels that Commercial Street is moving more towards an "artisan" feel as a district at this time; however, she added that it could eventually change depending on how the market reacts.

Ms. Hough reported that the Springfield Convention and Visitor's Bureau (CVB) may have research information pertaining to what other kinds of other venues/events/entities that tourists may frequent while they are visiting particular establishments within the City, such as Bass Pro and the Battlefield Mall.

The Task Force continued to discuss the issue of Commercial Street, as well as the issues tourism, wayfinding signage, and parking.

Ms. Hough briefly addressed that the "weed and seed" grant is available via the U.S. Department of Justice.

During the presentation, the Task Force also discussed the issues of sustainability and LEED certified standards, and historical tax credits.

Following further discussion, Lyle Foster noted his concerns regarding the need for public restroom facilities especially during public events, such as the C-Street Jam, on Commercial Street.

Mr. Ibarra thanked Ms. Hough for tonight's presentation.

Mr. Ibarra asked City staff to contact Greg Burris and/or Chief Rowe, regarding the issue of safety and security issues discussed during tonight's meeting, and the possibility of the City using reservists and/or ambassadors to help patrol the Commercial Street area in the future.

With no further business, the Task Force meeting was adjourned at approximately 8:20 p.m.